

WHAT IS CLAIMED:

1. A method comprising:
 - detecting a device within a predetermined area;
 - 5 detecting an image captured by the device;
 - determining a subject of the image based on the predetermined area; and
 - broadcasting a signal to the device wherein the signal describes the subject of the image.
- 10 2. The method according to Claim 1 further comprising detecting a direction of the device while capturing the image.
3. The method according to Claim 2 wherein signal is based on the direction
- 15 of the device.
4. The method according to Claim 1 further comprising storing the signal within a storage module.
- 20 5. The method according to Claim 1 wherein the signal includes metadata information corresponding to the subject of the image.

6. The method according to Claim 5 wherein the metadata information includes background information of the subject.
7. The method according to Claim 5 wherein the metadata information includes a key word describing the subject.
8. The method according to Claim 5 wherein the metadata information includes advertising related to the subject.
9. The method according to Claim 1 wherein the device is a camera.
10. The method according to Claim 1 wherein the device is a cellular phone with an image capture module.
11. The method according to Claim 1 wherein the device is a video camera.
12. The method according to Claim 1 wherein the signal includes a unique identifier.
13. The method according to Claim 12 further comprising matching the unique identifier with metadata information describing the subject.
14. The method according to Claim 12 wherein the unique identifier is a URL.

15. A system comprising:

means for detecting a device within a predetermined area;

means for detecting an image captured by the device;

5 means for determining a subject of the image based on the
predetermined area; and

means for broadcasting a signal to the device wherein the signal
describes the subject of the image.

10 16. A method comprising:

detecting a device within a predetermined area;

detecting a direction of the device while capturing an image;

determining a subject of the image based on the predetermined
area and the direction of the device while capturing the image; and

15 broadcasting a unique identifier to the device based on the subject
of the image.

17. The method according to Claim 16 wherein the unique identifier is a URL
address.

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18. The method according to Claim 16 wherein the unique identifier is a string
of characters.

19. The method according to Claim 16 further comprising matching the unique identifier with metadata information describing the subject matter of the image.

20. The method according to Claim 19 further comprising broadcasting the
5 metadata information to the device.

21. The method according to Claim 19 further comprising requesting a payment from the device prior to the matching the unique identifier.

10 22. The method according to Claim 19 further comprising integrating the metadata information with the image.

23. The method according to Claim 19 wherein the metadata information includes advertising.

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24. The method according to Claim 19 wherein the metadata information includes a key word describing the subject of the image.

25. A method comprising:

20 detecting a device within a predetermined area while capturing a captured image;
 searching for a reference image;
 comparing the reference image with the captured image;

determining a subject of the captured image based on comparing
the reference image with the captured image; and
broadcasting information to the device based on the subject of the
image.

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26. The method according to Claim 25 wherein the information includes
metadata corresponding to the subject.

27. The method according to Claim 25 wherein the information includes a
10 unique identifier corresponding to the subject.

28. The method according to Claim 25 further comprising selecting the
reference image based on the predetermined area.

15 29. A system, comprising:
a recognition module for detecting a device;
a location module for detecting a location of the device while
capturing a captured image;
a subject module for determining a subject of the captured image
20 based on the location of the device; and
a storage module configured for storing information related to the
subject of the captured image.

30. The system according to Claim 29 wherein the information is metadata information describing the subject of the captured image.

31. The system according to Claim 29 wherein the information is located at a
5 URL address.

32. The system according to Claim 29 further comprising an interface module for transmitting the information to the device.

10 33. A computer-readable medium having computer executable instructions for performing a method comprising:

detecting a device within a predetermined area;

detecting a direction of the device while capturing an image; and

determining a subject of the image based on the predetermined

15 area and the direction of the device while capturing the image

broadcasting a unique identifier to the device based on the subject of the image.